

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 MMO-04 SSO-00 USIE-00 /025 W

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O R 151148Z APR 77

FM AMEMBASSY BRUSSELS

TO SECSTATE WASHDC IMMEDIATE 9586

USDOC WASHDC

INFO AMEMBASSY THE HAGUE

UNCLAS BRUSSELS 03723

COMMERCE PASS FIELD OIM/BIC (EXT. 5373) IMMEDIATELY ON RECEIPT

E.O. 11652: N/A

TAGS: BEXP, CCP, BE

SUBJECT: BELGIUM COUNTRY COMMERCIAL PROGRAM -- PRELIMINARY FY 1979

INPUTS

REF: BRUSSELS 3006

1. EMBASSY HAS GATHERED SOME ADDITIONAL INFORMATION WHICH MAY BE OF HELP IN INITIAL PLANNING FOR FY 79 PROGRAM.

2. FOR FURTHER INFORMATION ON PROPOSED CAMPAIGN NO. 1 SEE ANTWERP 297. WE ARE POUCHING 1976 CATALOG ON PROPACK TO CMM FIELD.

3. CAMPAIGN NO. 2 -- SEE REFTEL. INDUSTRIAL EQUIPMENT SHOW WILL NOT BE HELD DURING FY 1979 BUT IS PLANNED FOR MAY 29-JUNE 4, 1980.

4. CAMPAIGN NO. 3 AND ALTERNATE CAMPAIGN NO. 3 -- WE LEARNED FROM FAIR AUTHORITIES THAT EUROCLIMA WILL NOT TAKE PLACE DURING FY 1979. WE ALSO RECEIVED CORRECTION ON DATES FOR BATIBOUW/EUROCLIMA PLANNED DURING FY 1978. EUROCLIMA IS SCHEDULED FROM 15 TO 19 FEBRUARY AND BATIBOUW FROM UNCLASSIFIED

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17 TO 26 FEBRUARY. THUS TWO SHOWS OVERLAP DURING THREE DAYS ONLY AND DURING THAT PERIOD VISITORS MAY MOVE FREELY BETWEEN TWO SHOWS. WE ARE POUCHING 1975 BATIBOUW CATALOG TO CMM FIELD.

5. CAMPAIGN NO. 4 -- WE SUGGEST FOLLOW-ON CATALOG SHOW AT ANTWERP EQUIPORAMA SHOW. 1977 CATALOG POUCHED. THIS

FAIR WILL PROBABLY TAKE PLACE IN MARCH 1979. COMPEC MAY ALSO BE HELD DURING FY 1979 BUT CENTRE ROGIER OFFICIALS HAVE NO INFORMATION AT PRESENT FROM BRITISH ORGANIZERS ON SCHEDULING. BUREAU/MECHANOGRAPHIE SCHEDULED FOR SEPTEMBER 13-20, 1978 BUT WILL NOT BE HELD DURING FY 1979. CATALOGS FOR FOLLOW-ON SHOW COULD BE DRAWN FROM EFFICIENCY FAIR (AMSTERDAM) IF COLLECTION SHOULD BE PUT TOGETHER FOR THAT SHOW.

6. CAMPAIGN NO. 5 -- IT NOW SEEMS CLEAR THAT SARMA WILL HOLD IN-STORE PROMOTION STARTING JANUARY 1978. IT IS UNLIKELY THAT WE WILL BE ABLE TO PUT ON SIMILAR IN-STORE PROMOTION DURING FY 1979.

7. CAMPAIGN NO. 6 -- SEE ANTWERP 297.

8. CAMPAIGN NO. 7 -- AUTHORITIES NOW TELL US THAT ENVIRONMENTAL PROTECTION TECHNIQUES AND MUNICIPAL EQUIPMENT SHOWS ARE PLANNED FOR SEPTEMBER 8 THROUGH 16, 1979. CATALOG SHOW WOULD BE MOST APPROPRIATE. WE ARE POUCHING 1975 CATALOG AND BROCHURE ON 1977 SHOW (JUNE 4-12, 1977).

9. ACTIVITY NO. 4 -- IF WE DO NOT HOLD FOLLOW-ON CATALOG SHOW IN EARLY 1978 (BRUSSELS A-35 P.6), WE SHOULD CONSIDER FOLLOW-ON SHOW OF COLLECTION WHICH MIGHT BE PUT TOGETHER FOR HET INSTRUMENT (NETHERLANDS). THIS WOULD BE ORGANIZED WITH INSTRUMENT IMPORTERS UNCLASSIFIED

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ASSOCIATION UDIAS.

10. OTHER CAMPAIGN POSSIBILITIES -- FRANCHISING. SEE BRUSSELS 3620. FAIR AUTHORITIES INFORMED US THAT BECAUSE OF SCHEDULING DIFFICULTIES, VISUMAT/FRANCHISING SHOWS MIGHT WELL HAVE TO BE DELAYED UNTIL NOV. 26-29, 1978. TRADE MISSION MIGHT BE SCHEDULED FOR THAT PERIOD WHICH NOW QUITE CONVENIENTLY FALLS WITHIN FY 1979. OTHERWISE 1979 SEMINAR/SYMPOSIUM WOULD BE ALTERNATE EVENT AT WHICH TO AIM. CATALOG OF 1976 VISUMAT SHOW BEING POUCHED.

11. EDUCATIONAL MATERIALS -- IMPORTANT DIDACTA SHOW IS PLANNED AT PALAIS DU CENTENAIRE FOR APRIL 10-14, 1978 BUT WILL NOT BE HELD IN BELGIUM DURING 1979. WHEN RESOURCES PERMIT EMBASSY WILL PREPARE SHORT MARKET STUDY IN THIS FIELD TO DETERMINE IF THIS COULD SERVE AS POTENTIAL CAMPAIGN FOR 1979. WE WILL VISIT SADIBEL (SALON INTERNATIONAL DU MATERIEL DIDACTIQUE) KAPRIL

23-27, 1977) AT CENTRE ROGIER TO SEE IF IT IS SUITABLE
SHOWCASE FOR US IN FUTURE. 1974 CATALOG ON DIDACTA
AND INFO ON 1978 SHOW BEING POUCHED. RENNER

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